

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 5/13/2011

GAIN Report Number: CH11612

China - Peoples Republic of

Post: Guangzhou

Great success of U.S. Wild Black Walnut

Report Categories:

Market Development Reports

Approved By:

Jorge, Sanchez

Prepared By:

Crystal, Tang

Report Highlights:

General Information:

With the aim of targeting premium catering service and bakery, a U.S. black walnut supplier, the Hammons Products Company was first introduced to South China's top bakery chains. ATO/GZ staff worked closely with the company in understanding their requests and provides significant advices under the professionalism. Next, ATOGZ staff led the company to the Guangzhou Bakery Show which has over 100 South China baking related enterprises exhibited. With three fruitful individual meetings with local importers and bakery chain suppliers, the company line up three major deals. After the successful meeting facilitate by ATO staff, one of the companies is the largest nuts importer in China, Shoei International, negotiating for acquiring Hammons exclusive agency of South China yet plans on series promotion events in Hong Kong retail stores in the coming year. It is anticipated shipping over 4.5MT to China for the first year, according to Robert Ren, the sales manager in Hammons. ATO/GZ was instrumental in connecting this U.S. exported with buyers in South China.